

REMARKS

Claim Amendments

Through this response, claims 129-133 and 138 have been canceled without prejudice, waiver, or disclaimer. Applicants reserve the right to present these canceled claims, or variants thereof, in continuing applications to be filed subsequently. Allowed claims 105, 108-111, 113-115, 122, 125-128, 134-137, and 139 remain pending.

Additionally, Applicants have amended claims 105, 108, 110, 127, and 128 to place in better condition for publication. The Examiner amendment requires insertion at page 7, line 11 of applicants previous response, which places the insertion at the second element of the claim as presented pre-Examiner amendment. However, the Examiner amendment appears to list the entire balance of the claim (in view of the term "and" pre-last element and the period at the end of the text of the Examiner amendment). It is hence unclear whether the intent was to remove the last element (or the last two elements) of the claim. Further, the Examiner amendment outputting step refers to advertisements, whereas the last element of the claim (pre-amendment) refers to commercials. Accordingly, to maintain consistency in the claim, Applicants have further amended claim 128 to remove the last element corresponding to commercials. Applicants are amenable to further Examiner amendment or claim cancellation if claim 128 as amended is not as anticipated by the Examiner amendment.

Comments on Statement of Reasons for Allowance

The Statement of Reasons for Allowance includes some broad conclusory statements that may be viewed as an oversimplification of the examination issues, and if taken out of context, could give rise to an improper interpretation of the claims as well as the file history. For these reasons, Applicants provide the following comments.

First, Applicants assert that there are multiple grounds supporting allowance of the presently pending claims, including grounds in addition to those stated in the Statement of Reasons for Allowance. Accordingly, it should not be assumed that Applicants agree with the accuracy of the characterizations of the cited references and the claim elements in the Statement of Reasons for Allowance.

Second, in accordance with 35 U.S.C. Section 282: "Each claim of a patent (whether in independent, dependent, or multiple dependent form) shall be presumed valid independently of the validity of other claims; dependent or multiple dependent claims shall be presumed valid even though dependent upon an invalid claim." Thus, any dependent claims that are not addressed by the Statement of Reasons for Allowance should not rise or fall, when construed in terms of validity, with their respective independent claims, but instead should be construed independently of their respective independent claims.

Third, the scope and validity of each claim (whether in independent, dependent, or multiple dependent form) should be determined based upon the entire combination of elements/features/steps in each claim, as opposed to only the particular feature or features pointed out by the Statement of Reasons for Allowance.

CONCLUSION

Applicants respectfully assert that the foregoing amendments are not being submitted for purpose of delay and do not involve new matter. If, in the opinion of the Examiner, a telephonic conference would expedite entry of the foregoing amendments, the Examiner is invited to call the undersigned attorney at (770) 933-9500.

Respectfully submitted,

/dr/
David Rodack, Reg. No. 47,034

**THOMAS, KAYDEN,
HORSTEMEYER & RISLEY, L.L.P.**
Suite 1500
600 Galleria Parkway N.W.
Atlanta, Georgia 30339
(770) 933-9500